LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1070—"HOLE IN ONE"—Req. No. 65457—Page—(85/8 x 115/8 inches)—4/C Bleed—National (Offset) Magazines, 1980 (A)
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See the hole at the end of our cigarette?

It keeps your lips from touching the tar that builds up on the end of the filter.

Which is why Parliament Lights are so tastefully light.

And with this single stroke of genius, Parliament Lights has all those flush filter cigarettes aced out.

Available in Soft Pack, Box and 100's.

Only Parliament Lights has the famous recessed filter.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/rtfn0003

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